

## **DRY Soda Launches The Craft Soda Category's First Discovery Pack**

PR Newswire

SEATTLE (PRNewswire) — [DRY Soda Co.](#), [1] the Seattle-based brand that is at the forefront of the better-for-you soda movement with its less-sweet, natural beverages, will be launching its first Discovery Pack this summer.

Inspired by the thriving discovery/variety pack trend in the craft beer sector, DRY Soda's Discovery Pack is the first in the rapidly growing craft soda industry, which is now the primary revenue driver growing the larger carbonated soft drink category.

DRY Soda's Summer Discovery Pack is a 12-pack of 12 oz. slim cans featuring four servings of each of DRY's best-selling flavors: Vanilla Bean, Blood Orange and Cherry. Going beyond the standard sample or variety pack, the DRY Soda Discovery Pack contains tasting and pairing notes and recipes, allowing consumers to learn more about DRY, and to sip, explore and experiment with the flavors for cocktails, mocktails, food pairings, and more. DRY will also offer a Fall/Winter Discovery Pack later this year with flavors curated specifically for fun and flavorful holiday entertaining.

"Recent market insight has shown that millennials are continually looking for new products, new experiences and new flavors, which in turn is leading to the acceptance of more sophisticated beverage flavors," says Sharelle Klaus, CEO and founder of DRY Soda. "Through the Discovery Pack we hope to introduce new customers to DRY Soda, providing them with a unique sipping experience, and to educate them about our brand and how the sodas can be enjoyed - from an everyday beverage option, to a cocktail and mocktail enhancer."

Discovery/variety packs have been a growing trend in the beverage business, specifically in the craft beer industry, where they have been driving category growth contributing more than 15 percent growth year over year (Nielsen, 2014). In fact, Kona Brewing's variety packs were the top craft beer introduction in 2012 with more than \$2 million in sales (Beer Pulse, 2012).

DRY Soda is a less sweet, lightly carbonated craft soda with just four all-natural ingredients - purified carbonated water, natural fruit, flower and herb flavorings, pure cane sugar, and a clean tasting preservative. This special formulation allows for DRY's 10 unique flavors to shine. Containing 1/4 to 1/3 of the sugar and calories of traditional sodas, DRY Soda contains only 45-70 calories and 11-19 grams of sugar.

DRY Soda's Summer Discovery Pack launched in August 2014 and will be available at [www.amazon.com](http://www.amazon.com) [2].

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[1] <http://www.drysoda.com/>

[2] <http://www.amazon.com/>